

# Access

For the Love of  
Libraries

February

Published by the Library of Michigan

February 2003 Issue Volume XX NO. 8 ISSN 1051-0818

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## QSAC Ready for Use; “Enthusiastically” Endorsed by Library of Michigan Board

*by Martha McKee, QSAC Project Coordinator*

The morning's email brought the following: “Thank you for the QSAC report. We would really like to be a guinea pig library on QSAC, if you would like. We are a Class II library, and we are going for a building addition in the next 2 years, so I feel this would be very helpful to us,” signed Lora Pasheilich, director, Schoolcraft Community Library.

And this, from Class V director of the Roseville Public Library, Rita Valade: “Thank you so much for sending me the draft. I am meeting with my board next week and will raise the issue of creating a long-range plan. This will be so helpful.”

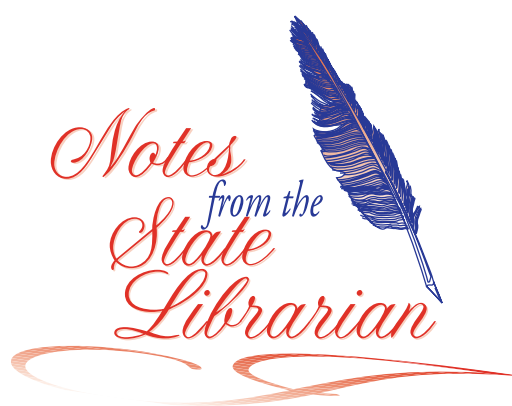
Several other public libraries around the state are volunteering to become “guinea pigs” for the quality measures project sponsored by the Library of Michigan. Representing Class VI libraries are Chippewa River District Library, Mt. Pleasant, director Lise Mitchell; Herrick Public Library, Holland, director Tom Genson; Monroe County Library System, director Nancy Colpaert; Public Libraries of Saginaw, director Marcia Warner; and West Bloomfield Township Library, director Clara Bohrer. Representing Class V

libraries is the Roseville Public Library, director Rita Vilade. Class IV libraries are represented by Houghton Lake Public Library, director Donna Alward. Class III libraries are represented by St. Charles District Library, director John Sheridan. Class II libraries are represented by Schoolcraft Community Library, director Lora Pasheilich, and Sunfield District Library, director Ward McCready, represents Class I.

“The local rewards of achieving quality measures are incalculable,” says State Librarian Christie Pearson Brandau. “The Library of Michigan will provide beautiful certificates to celebrate completion of each of the three levels, Essential, Enhanced and Excellent, plus sample press releases you can use with your local media.”

On Friday, January 10, 2003, the Library of Michigan's board of trustees were pleased to endorse the 122 quality measures, divided into three levels of service – Essential, Enhanced and Excellent. Some of the measures are considered CORE, or necessary for optimum service. These measures are regarded as necessary accomplishments for any library. Others are considered ELECTIVE measures.

*continued on page 2*



“What are libraries doing about the digital divide?”

That was Governor Granholm’s first question to me during a late-December meeting to discuss my reappointment as state librarian. Since the 2001 creation of the Department of History, Arts and Libraries, the state librarian serves at the pleasure of the governor. The electing of a new governor meant that I needed to dust off my résumé and apply for the position all over again!

It turned out to be a very positive situation because I was granted valuable one-on-one time with our dynamic new governor to talk about the state of Michigan libraries, their strengths and their needs. We discussed the fact that nearly 30% of Michigan’s residents currently do not have access to the Internet.

I shared my opinion that libraries are the solution to the digital divide, that nearly every library in the state has Internet access and that the Library of Michigan provides informational databases via MeL to all state residents — at home, work or school. We talked about Michigan libraries as community-based, trusted places where all are welcome. I told her that many libraries provide training — to both young and old patrons — on many topics, including how to use the Internet and the resources found on it.

I told her libraries have served and will continue to serve as sources of lifelong learning and provide information for those people needing specialized information or materials in special formats: service to the blind and physically handicapped, non-English speaking populations and the unemployed. Libraries are a primary source of literacy materials, offer public meeting space and serve as key distribution points for government information, including tax forms!

Despite all we do and all we offer, I told her, libraries have no entrance requirements, no membership rules, no secret password. We are the safety net for those who don’t otherwise have access to the Internet and the many worlds it opens up. And Governor Granholm agrees.

Perhaps I got just a bit passionate, but library service is a topic on which I can’t hide my feelings. By the way? I’m proud to say I got the job!

*Kristie*

*continued from page 1*

Elective measures ask you to select one-half of the measures listed, giving you choices that best suit your individual library.

Board President Bettina Graber believes the quality measure, “will enhance our efforts to improve library service accross the state.”

There are 44 CORE quality measures for Essential Services and 24 ELECTIVE measures. You need select only eight of the 24. Essential Services are considered the basics of all library service. They are relatively low-cost standards that every library can and should achieve. They are helpful to libraries starting out and a review for those who are already well established.

There are 30 CORE quality measures for Enhanced Services and 23 ELECTIVE measures. You need select only 10 of the 23. Enhanced measures are more of a stretch to achieve. They may require more funding than the previous level and start where the Essential Services leave off.

There are 26 CORE quality measures for Excellent Services and 22 ELECTIVE measures. You select only 10 of the 22 elective measures. Excellent services are considered the highest level of service obtainable. They are a stretch for any library and require funding and commitment to superb service at every level.

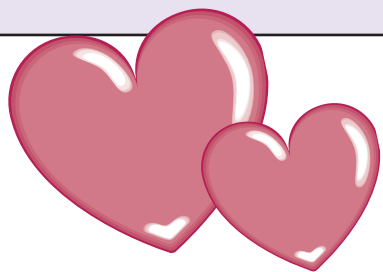
Copies of the measures will be sent to every public library director and will also be found on QSAC's web page: <http://www.plfig.org/qsac-committee.htm>. Included with the measures are additional ideas for improving customer service. These are quality measures that did not make the final edit but could prove useful. Extensive building and equipment standards are included in a separate document. They are to be used with the rest of the measures or by themselves when renovating, adding on or building a new facility.

The quest for quality measures began last February with the first meeting of the Quality Services Advisory Committee. Representing every size of public library, the committee established ground rules for the state's quality measures.

Next, over 65 librarians, trustees, directors, technology specialists and patrons met to create quality measures for public libraries on a statewide basis. Committees developed measures in six areas of library service – governance and administration, human resources, services and collection development, technology, facilities and equipment, and public relations.

Quality measures are not linked to current levels of state aid. Library directors are urged to consider undertaking a review of their library's long range plans in light of the quality measures.

*If you'd like to become one of the innovative libraries considering the QSAC process in 2003, please contact Martha McKee at [mmckee@michigan.gov](mailto:mmckee@michigan.gov).*



## **Christine Mary McGinley Joins Library of Michigan Foundation as New Executive Director**



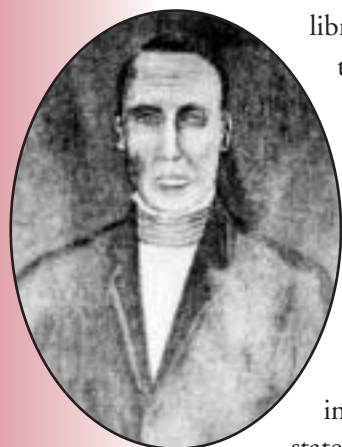
Christine Mary McGinley is returning to Michigan, where she grew up and where she says her family and a part of her heart has always remained. She comes to the Foundation with many years of experience as a non-profit administrator, fundraiser and advocate for the arts and humanities. Over the years she has directed arts organizations and their fundraising efforts in Phoenix, Vail, Chicago and South Florida. From 1992 to 1997, she served as director of development for the University of Michigan Library, one of the world's leading research libraries. She has also consulted widely with library development programs throughout the U.S. and in England. For the past five years she has lived in Mill Valley, California, where she fulfilled a lifelong dream of writing full-time for a number of uninterrupted years. She says her work as an author will continue always, though she will again be giving her full attention to development work for a major library – the Library of Michigan. "The Library is an important resource for all citizens of Michigan. I look forward to working with individuals, foundations and corporations throughout the state to build the support it will take to keep it great."

## **Library of Michigan: Statehood to the Civil War**

*by Jim Schultz, Department of History, Arts  
and Libraries*

The State Library was born during Michigan's territorial era and started coming of age during the first two decades of statehood. Except for a few scattered cities, Michigan was still a rugged frontier connected by wagon trails, plank roads and stage-coach routes. Railroads and telegraph lines that would span the width of the state were still dreams of eager frontier businessmen and politicians.

Michigan became a state on Jan. 26, 1837, and pioneers were bursting with ideas for expansion, including a plan to unite Detroit with Chicago by canals and railroads. The southern half of the Lower



Oren Marsh

Peninsula grew rapidly as the rich farmland was bought and sold for profits several times over. Immigration had brought a huge influx of settlers from New England. Education had also become a priority, with many state and private colleges that are still prominent today being founded during this period. The constitution of the new state of Michigan was ahead of its time in the establishment of educational institutions and

libraries – Article X called for township libraries to be funded by penal fines and fees paid for exemption from military duty. It was in this enthusiastic frontier environment that the State Library was established.

In 1837, the Legislature appropriated \$2,000 for the State Library. The state librarian position was transferred between the governor's office and the secretary of state until the 1850s. Oren Marsh, appointed in December 1837, is considered to be the first state librarian. Unlike many librarians during the territorial era, he was a full-time employee with the official title of librarian.

As state librarian, Marsh was given a budget and was part of an organized attempt to standardize many of the library's practices. From 1837 until 1839, approximately \$2,000 was appropriated for the State Library for books and equipment. Since use of the State Library was still restricted to members of the Legislature and state officeholders, the majority of the books dealt with the specific needs of government. Yet the fact that Marsh was also able to order a variety of other books during this period suggests a state that was intent on expanding its horizons and had confidence in the future. By 1838, there were over 294 titles listed in the collection, with subject matter reflecting the political and technological issues of the day – books on popular topics such as slavery and railroads and titles on practical carpentry geared toward the day-to-day needs of the pioneer constituency. Titles such as *Nick of the Woods*, *Women of England* and the *National Portrait Gallery*, along with books by Milton and Scott, reflected a literary interest among these early Michigan settlers.

As the library's collection increased, Marsh, like state librarians before and after him, was required to submit annual reports, catalog the collection, ensure that books were returned on time and attempt to

control the loss of borrowed books. For example, he had to levy a fine of six cents for each day over 10 days a book was kept by a legislator or state officer. The fact that a lock was installed on the door of the library room indicates that a problem of borrowing books without permission existed.

However, the state librarian's duties were about to change due to financial factors. The Panic of 1837, which plunged the nation into economic depression, hit Michigan with full force in 1839. The railroad lines that were to bring travelers and goods from Detroit to Chicago came to a halt, and construction of the two canals that were to bring fortune to Michigan stopped, never to start again.

As the financial woes of Michigan's transportation and banking establishments spread throughout other areas of business and government, the governor approved a repeal of the 1837 Library Act. No library purchases were recorded in 1840, and there is not even a record of the annual catalog. The state of the frontier economy worsened, and the low point for the State Library came in 1843-44, when there was no record of a librarian or appropriations. The total expenditure for the State Library in 1843 was only \$17. The remainder of the decade did not show much improvement: even though there was more interest in the library, there were no extra funds or record of a librarian.

Yet the 1840s were not all depression and panic. The frontier spirit still shone through all of Michigan's economic problems. For example, there was the communication between Alexander Vattermare, a traveling ventriloquist who had a grand plan to exchange books on an international level, and the state of Michigan. Beginning in 1844 and continuing through 1849, this correspondence resulted in Michigan receiving over 115 volumes written in French from Vattermare. The ambitious plan was never able to sustain itself financially but reflects the vibrant spirit that filled the frontier with grand ideas of expansion, even during a recession.

In 1847, the state capital moved from Detroit to a city recently carved out of the wilderness, called Lansing. As Michigan approached the 1850s, better times were ahead for the state and for the State Library in particular. In 1850, voters approved a new constitutional convention, resulting in a new constitution that took away much of the centralized power the governor had in the 1835 constitution and gave towns and counties more representation. Under the new state constitution plan,



the State Library became more formalized and the era of full-time state librarians began.

From the inception of the State Library in 1828, there was a recurring problem of missing books. As the economy improved, the Legislature felt the only way to stop this trend was to employ a full-time librarian. A bill was approved to appoint a librarian for a two-year term, with an annual salary of \$500 and duties including a yearly report on the condition of the library and the publication of an annual catalog. This led to a succession of short-term state librarians. Although they were supposedly appointed for two-year terms, six librarians served between April 1850 and April 1859, and only three served full two-year terms. Political patronage may have been a factor in some of the appointments. Little is actually known about each of the librarians during this decade, as most of the annual reports have not survived.

Yet no matter what the circumstances, the fact that there were full-time librarians obviously made a difference. The library grew steadily throughout the decade. In January 1851, there were 5,155 volumes in the collection, and by January 1859, there were over 8,900 volumes. As the decade was coming to an end, records show that the library was fundamentally sound enough that the committee could concern itself with the need to have loose documents bound. However, the period of two-year librarians and stable times was coming to an end, as the Civil War loomed in the near future.

## Supporters of the Library of Michigan Find Many Ways to Give

*by Randy Riley, Special Collections Manager, Library of Michigan*

Gifts can play a large role in the building of library collections. They serve as a concrete way for library users to demonstrate their appreciation for their local library and an effective way for libraries to acquire hard-to-find or self-published titles. Most people think of cash donations when talking about gifts to libraries, but the donation of cherished books and manuscripts often plays just as significant a role. The Library of Michigan has been fortunate to receive several significant monetary and material gifts annually.

The staff of the Library of Michigan is dedicated to providing users with an open and easily accessible research facility. Many regular users have developed a personal relationship with the staff and the resources housed at the Library, and the staff prides itself on doing whatever is necessary to serve patrons and their needs. As a result, patrons have rewarded the Library of Michigan with an overwhelming level of generosity.

Organizations and individuals regularly make monetary donations to help strengthen collections that are important to them and their research. These contributions come in different amounts and all go toward the purchasing of additional titles. The Library's genealogy collection was named after a donor that contributed thousands of dollars to the collection. Financial gifts help in purchasing titles that may not have been in the budget.

Often the small monetary gift from one researcher represents a greater financial commitment and sacrifice than a larger donation from someone else. A considerable number of regular patrons feel compelled to give something back to the Library, and having the opportunity to work with these donors is a very humbling and rewarding experience for the staff.

The Library of Michigan is always willing to consider the receipt of free copies of recently published books in accordance with our collection development policy (found on our Web site at [www.michigan.gov/hal](http://www.michigan.gov/hal)). The Library of Michigan adds hundreds of titles annually as gifts from authors and editors, some who donate their books as a sign of appreciation for the assistance they received while conducting their research and many who simply want to see their titles on the shelves of the state library. The Library's willingness to accept self-published titles and its eagerness to go after new and unique titles has helped to create nationally recognized Michigan and family history collections.

The Library of Michigan has been lucky enough to work with researchers and collectors who wish to donate large portions of their personal libraries. When they complete their research in a subject area, move to a new home, retire or run out of space at home, they often donate part of or all of their personal collections to the Library of Michigan. These gifts may consist of hundreds of



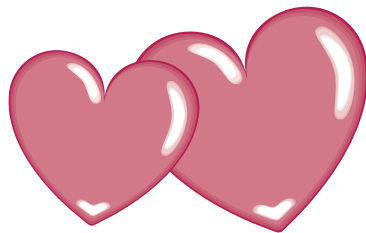
*This recognition tree on the Library of Michigan's main service floor acknowledges those who have generously donated to the Library of Michigan Foundation.*

books donated at one time. The Library has been able to add numerous genealogical titles to the collection because of close relationships with several genealogists across the state. We received hundreds of Polish and British Isle genealogical resources from two donors in the last year.

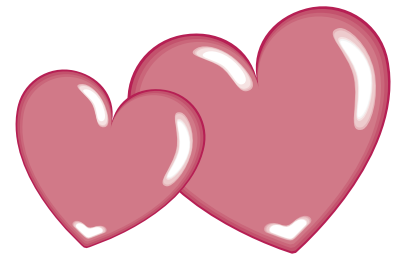
Receiving hundreds of titles from donors at one time obviously helps the Library to quickly develop new research specialties in a short time. However, individual single-copy donations can be just as valuable. Many Library of Michigan users are avid book buyers and shop at used bookstores, antique shops, yard sales, flea markets and secondhand shops, where they often find old histories, maps and genealogies. They then donate these titles to the Library in an effort to make sure that the information is available to all interested researchers. Through the years the Library has received hundreds of one-of-a-kind items this way, many of which are out of print and focus on such specialized topics that the likelihood of them being reprinted is very remote. When a long-out-of-print book appears on the gift shelves, it is a pleasant, but not infrequent, surprise.

Gifts come in all shapes, forms and sizes. One characteristic they have in common is that they all help strengthen the Library of Michigan's collections and help create a better place to do research. It is impossible for any one library to buy everything that researchers may want or need, but donations can help fill in gaps and build new strengths in a library's holdings. This assistance is much appreciated, and all donors receive a letter thanking them for their generosity.

It is often said that libraries are only as good as their users. If that is the case, then the Library of Michigan is in fantastic shape, because our users consistently show a willingness to share. If you have questions about making gift donations to the Library of Michigan, please call or email the Library at (517) 373-1300 or [librarian@michigan.gov](mailto:librarian@michigan.gov).



## SBPH *Love Letters*



*compiled by Andrew Wilson, SBPH Services and Data Analyst,  
Library of Michigan*

The Library of Michigan Service for the Blind and Physically Handicapped (SBPH) receives many wonderful letters of thanks for its service. Here are a few examples:

### **A caregiver writes:**

"Before coming to work for my client, I had never heard of your service. Now I know I shall never forget it. I want to thank all of you for the wonderful service you provide. It is such a welcome addition to her days and has broadened her horizons. When she has days of sickness and discomfort, the tapes helped divert her attention and bring her a quiet only the tapes provided. Thank you so much for all you've done."

### **A mother writes:**

"Thank you for many years of great service. My son received this machine (for talking books) when he was 4 or 5 years old. He just graduated from high school with honors! Thank you!"

### **A wife of a patron writes:**

"Only someone who is homebound and who has lost so many of the faculties once taken for granted can truly appreciate what a blessing Talking Books is. My husband was a professor of English and an avid reader. Talking Books was a rich gift to keep him immersed in what he loved so much. Thank you for your ministry and your excellent service."

### **A son writes:**

"I would like to thank you people for all that you have done for my father these past years. You sure made his life worth living."

### **A daughter writes:**

"My father passed away recently. Your service enriched his last years. He wouldn't go anywhere out of town without his player and 'books.' Thank you so much for being there."

### **A patron since 1996 writes:**

"Hello to everyone who is a part of the wonderful service you all render to we the handicapped. What a pleasant surprise when I received the cook-

ing tapes that I had a few days prior asked about for diabetics. What a delightful time I have spent the many hours just listening...It was so informative and so helpful. I have been battling my blood sugar for so long that I was getting discouraged to say the least. At 85 and blind, it's a great challenge, but thanks to you and your fast response I am holding my own...Thanks again for your prompt reply to my inquiry. I as many, many others do so very much admire all you do for us. Hope you realize this. God bless you all. You are in my prayers and you will all be rewarded for being so caring and dedicated to your cause."

*See more library love letters from around the state in the following article.*

## *To the Library With Love - Letters of Appreciation*

*compiled by Casey Kremers, Department of History, Arts and Libraries*

We know that people love their libraries, that every day there are countless examples of the positive impact libraries have on their patrons and their communities. Still, it is always heartening to see the hard work of library staff acknowledged by those they serve, and we would like to share a few of the many examples we received of patrons expressing their gratitude for their libraries.



### **Chesterfield Township Library**

The library received posters from some Hispanic children in thanks for the programs it held in partnership with the Michigan State Extension Service Camp out of Macomb County. (See above.)

### **Ann Arbor District Library**

Here is one of the many letters the library got from patrons describing how libraries change lives:

"The Ann Arbor Public Library meant a great deal to my father. (He) considered his library card a status symbol. As a teacher, learning meant everything to him. His idea of 'Friday night out' was a trip to the library to stock up on books for the following week. When the main branch closed for construction, he checked out as many books as they would allow: a stack almost as tall as his 6'3" frame. My father passed away two years ago. The very first person to show up for his wake? A librarian, from the Ann Arbor Public Library."

### **Clinton Macomb Public Library**

Lisa Mulvenna, youth services librarian, sent us some of the thank you notes she got after a recent visit to a second grade class for a library card signup campaign, where she showed a video, read a book and explained what the library has to offer. "I was really excited to receive these notes in the mail and would love to share them with you," said Mulvenna. See one of the notes below.



### **Public Library of Westland**

Joe Burchill, administrative assistant, sent us many positive comments taken from the library's patron suggestion box and annual patron satisfaction survey. Here are two examples:

"The Summer Reading Program has helped my son with his reading, his grades have gone up each year because of this. Thank you very much."

"I love this place. I now have my own spot where I can get away from this busy life."

### **Brighton District Library**

Director Charlene Huget has saved some of the library's "How Are We Doing?" responses through the years and shared this with us:

"I have been a patron of your library for about 15 years. You and your people are very outstanding. Helpful, friendly, fun. It's like a second home. The materials (books, references, etc.) are great, and I can always find something interesting and educational. I love the place...You are like good friends, always there. Thank you so much!"

### **St. Clair County Library System**

STAR Library for the Blind and Physically Handicapped submitted a letter sent by the mother of one of their young adult readers. "This letter of love still brings a tear to our eyes for Katharine and all the enjoyment that she continues to receive from her talking books," STAR team members say. Following is an excerpt from the letter:

"I have sent you an email several times about how wonderful the library and the taped books have been for Katharine. Maybe you get tired of hearing it. (Although I work for an agency and I never get tired of compliments – complaints seem to motivate people to contact us more often than compliments!) Katharine had a relatively good summer but after four days of school became very ill again...She had to spend a great deal of time in dark rooms, laying in bed, and the taped books were a real lifeline. The first thing she packed for the hospital were her recorder and tapes. We knew it would be a long stay and were told to bring plenty of clothing, even crafts or whatever to keep her busy. She had three small suitcases or duffels, one of clothing, one of schoolbooks and art supplies and one of green boxes! Thank you again for your wonderful service, which helped her get through a lot of discomfort at home and at the hospital by offering excellent distraction."

### **Corunna Public Library**

Director Sue Huff says, "We at the Corunna Public Library are proud of the relationship that we have with our patrons. Customer service is a very important aspect of our daily lives at the library and one I think our public appreciates." Here is one example of a patron's expression of gratitude:

"Dear Library, thank you for all your work with the story hour program. Julia really enjoyed it. She is really showing an interest in reading now. With your help, she is ready for kindergarten. We will be back in to check out books."

### **Sterling Heights Public Library**

Carol Lingeman shared the following letter received by library staff:

"Dear Library Teachers,

Thank you for letting us come to look at the books. We really liked the story you read to us. We had fun playing with the toys. Thanks for showing us the library and all the fun activities. The library is a place we want to visit again and again.

Zoe Kindergarten Class"

### **Troy Public Library**

Esther Cram, services coordinator, submitted a sampling of love letters from the past year. Here is one example:

"I am so proud of the Troy Library and its entire staff! I brag about you to everyone!! Your staff is always helpful, and it's such a joy to chat with you all. I cannot think of a single time when you have not been able to get books or materials that I'd like to use. Also, love your website - I use it often."

### **Harper Woods Public Library**

Director Dale Parus submitted the following item from the library's suggestion box:

"As a retiree, I consider the library as a highly valued source of information and entertainment. I have found the staff to be knowledgeable, friendly and efficient. From projects like finding critical reviews and particular books and materials to such mundane activities as using the copy machine, I have found them to be most helpful."

### **Niles District Library**

Nancy Campbell shared this story: "The other day I was in the library's restroom. I was wearing my nametag on a lanyard to which I have all my keys attached. There was a girl about five years old there also. As we washed our hands she looked at me and asked, 'You work at the library, don't you?' I said, 'Yes.' She said, 'I could tell because you have all the keys around your neck.' I smiled. As I went out the door she said, 'You're lucky to be a library girl.' I couldn't agree more, and now when my job is getting me down I remind myself that 'I'm lucky to be a library girl.'"



## Connect with Your Cultural Side – Check Out the New HAL Web Page

by Casey Kremers, Department of History, Arts and Libraries

The Department of History, Arts and Libraries (HAL) recently unveiled an updated and expanded Web site, including a variety of content from all of HAL's agencies. Our Web address will remain the same – [www.michigan.gov/hal](http://www.michigan.gov/hal). Check out these features on the new site:

**Our Agencies** – Starting place to find basic information about each of the agencies that make up HAL – the Library of Michigan, Michigan Historical Center, Michigan Council for Arts and Cultural Affairs, Mackinac Island State Park Commission and Michigan Film Office – as well as boards and commissions, contact information, employment opportunities and how the public can get involved through volunteering or making donations.

**Exhibits & Events** – What is happening at the Michigan Library and Historical Center and around the state at libraries, museums, art fairs and workshops; how to schedule a tour of the Library of Michigan or Michigan Historical Museum; and Michigan Week information.

**Find It Online** – Michigan facts and photos, virtual tours, the Michigan eLibrary and resources for students.

**Services and Collections** – Information about some of the services and resources HAL provides – genealogy, arts and culture, government documents, historic preservation, the law library, research services, the Service for the Blind and Physically Handicapped and the Michigan Newspaper Project.

**For the Professional** – Resources for library staff, state legislators, teachers and state and local government, as well as research assistance.

**Grants** – Information about grants that have been awarded around the state for libraries, arts and cultural projects and historic preservation and how to apply for these grants.

**Publications and Products** – Look here to find what HAL has in print and now online!

## Where Do I Find It on the New Web Site?

Following is a brief guide to finding Library of Michigan information on the new HAL Web site:

### QUICK LINKS

Click on the quick links at the right side of the HAL Web page to find:

- ANSWER online catalog
- Michigan eLibrary (MeL)

### UNDER OUR AGENCIES

Click on **Library of Michigan** to find:

- Library of Michigan Policies
- Library Staff Directory
- Interlibrary Loan

Click on **HAL Administration** to find:

- Library Hours – under **HAL Hours Open**
- Holiday Closing Information – under **HAL Days Closed**
- Parking Information – under **Visit Us/Location**

### UNDER EXHIBITS AND EVENTS

Click on **Calendars**, then **Library**, to find:

- Library of Michigan Calendar

### UNDER FIND IT ONLINE

Click on **Michigan Facts and History**, then **Fast Facts**, to find:

- Michigan in Brief

## UNDER SERVICES AND COLLECTIONS

Click on **Genealogy** to find:

- Abrams Genealogy Collection
- Michigan 1870 Census Index

Click on **Government Documents** to find:

- Federal Documents Depository Program
- Michigan Documents Depository Program

Click on **Law Library** to find:

- Information about the Law Library
- Guides to doing legal research

Click on **Research Services** to find:

- *Ask a Librarian*

Click on **Services for the Blind and Physically Handicapped** to find:

- Information about SPBH and its services and collections

Click on **Michigan Newspaper Project** to find:

- Information about the Michigan Newspaper Project and Michigan Newspaper Family Histories

## UNDER FOR THE PROFESSIONAL

Click on **Libraries, Librarians and Media Specialists** to find:

- LSTA information
- Library funding information

## PUBLICATIONS AND PRODUCTS

Click on **Newsletters** to find:

- *Access* newsletter

Click on **Directories** to find:

- Directory of Michigan Libraries

# Web Site-ings

*by Kyle Ripley, Reference Assistant, Library of Michigan,*

## Fundraising and Foundation Websites

Library Fundraising on the Web

<http://www.lights.com/how-to/libraries.html>

Fundraising for Libraries-Links and Resources

[http://www.librarysupportstaff.com/find\\$.html](http://www.librarysupportstaff.com/find$.html)

eFundraising Forum

<http://midhudson.org/virtualfundraising/default.htm>

Gates Foundation

<http://www.gatesfoundation.org/libraries/default.htm>

Friends of Michigan Libraries

<http://www.foml.org>

Joe Corbi's Fundraising Programs

<http://www.joecorbi.com>

Friends Who Give

[http://www.friendswhogive.com/library\\_fundraising.htm](http://www.friendswhogive.com/library_fundraising.htm)

JanWay Company

<http://www.janway.com/about.htm>

Fund Raiser Cyberzine

<http://www.fundraiser.com>

# Fundraising Success Stories

*by Linda Neely, Public Services, Library of Michigan*

Libraries often rely upon the kindness of Friends groups, foundations and volunteers to raise funds. Following are just a few success stories from around the state that may inspire others to find innovative ways to engage their library users in raising funds for the library.

David Stracke, manager of the Plainfield Branch of Kent District Library, tells us of a highly successful one-day fundraiser by his library Friends group:

“On Saturday, October 26, Friends of the Plainfield Library (a branch of Kent District Library in Grand Rapids) raised over \$2,200 by sponsoring their annual ‘Before the Snow Flies’ Arts and Crafts Show. Space and tables were rented out to 37 vendors. Other funding sources included a silent auction of items and services donated by local businesses, a small bake sale and a \$.50 entry donation. After expenses, the Friends earned over \$1,800, which went to support the Friends’ contribution to the local branch library’s budget request for supplemental library materials, furnishings, equipment and library programs.”

Please contact Dave at (616) 647-3939 if you would like further information.

Director Martha Ferriby reports that the Friends of Muskegon’s Hackley Public Library raised \$130,000 through a letter-writing campaign and provided more space for library collections and activities:

“With these funds the Friends purchased and refurbished a vintage lumberman’s mansion across the street from the library. The Torrent House was a decorator show house right after purchase in 1991, but there have been ongoing efforts there by the Friends. The first floor is now used for public meetings by arrangement; the second floor houses the technical services department of the library; the third floor ballroom is used for rare and historic books; and a couple of small rooms are used by the Friends and as an office for the Muskegon County Genealogical Society. The Torrent House basement is currently used as a library storage area.”

Marti Harness, vice president of Friends of Les Cheneaux Community Library 501(c)(3)

board of directors, shares with us how over \$1,000,000 was raised for a new Bayliss Public Library branch facility in this small community in the eastern Upper Peninsula. The first step in this success story was hiring a consulting firm to do a feasibility study, followed by engaging the firm to help run a capital fundraising campaign. The consultant focused the board on realistic goals and strategies for a masterful capital campaign. Harness says:

“We have come so far in just over a year’s worth of fundraising that there’s been little time to reflect on how we actually started. We put together a solicitation team consisting of board members and other interested supporters. Our consultant, Keith Hopkins of Monaghan Associates, trained us, and then we put together a prospective donor list with a target donation (minimum \$1,000). Each solicitor was able to pick whom he/she would approach, with a maximum of 8-10 presentations per solicitor. We set a time limit to make the calls. ‘Door-opener letters’ with brochures were mailed to each prospect, explaining the scope of the project and who would be calling to set up an appointment to make a presentation. The brochures described in detail exactly how the money would be used. This was the ‘quiet phase’ of the capital fundraising campaign, but in a small community like Les Cheneaux, it did not take long for the word to get around about the fundraising.

The next step was the public campaign, with publicity about the project and asking for donations. Involving the entire community became a major goal. Board members are always ready to talk about the project and answer any questions. We ran a raffle with donated prizes as part of the public campaign. The sale of personalized engraved pavers is ongoing and still drawing great response. The kickoff to the paver campaign was a poster contest by fifth and sixth graders, with a personalized engraved paver awarded to the first and second place winners.”

The board continues to receive major donations from some of the targeted families. Harness adds a few tips that spelled success for Les Cheneaux:

- Think big! Without the help of Keith Hopkins of Monaghan Associates, we would have been asking for nickels instead of the big figures.
- Set a realistic budget, breaking down the areas where the monies will be used (e.g. marketing, professional services, construction, contingency, collections, furnishings, etc.). During our feasibility study, the interviewees did not want to see a high-

profile marketing package. We used local talent to do the graphics for the brochure and paid to have it printed, but the marketing presentation folders were done in house.

- Include postage, which is a major expense, in the marketing budget.
- Personalize by handwriting thank-you letters and addressing envelopes.
- Acknowledge and appreciate all volunteers and donors.
- Expect peaks and valleys in the fundraising—there are some really slow times. Keep focused on your goal.
- Be explicit in your expectations of volunteers so they can decide if they are really able to do what you are asking. Commitment to the project by any and all volunteers is essential.



*Grand Rapids  
Public Library's  
Main Library*

### **Blend of Private- Public Effort Still Recipe for Library Success: *The Proof is in Grand Rapids***

*by Bob Raz, Grand Rapids Public  
Library Director and Marcie  
Lewis, Ryerson Library  
Foundation President*

That the Grand Rapids Public Library (GRPL) has renovated or replaced each of six branch libraries over the past three years, added a seventh new location and is nearing completion of an \$18 million overhaul of the Main Library is not a matter of sheer fortune. Nor is it mere luck that the library's advocacy and fundraising organization, the Ryerson Library Foundation, raised \$8 million toward the overall \$32 million library improvement project.

Rather, the success of both is the result of long-range planning that is integrated between the two organizations. The library began positioning itself for the current library improvement project in 1989, when a master plan provided a roadmap for the future. This plan noted the need for library support from the private sector to supplement public dollars. It also highlighted the library's need for additional public (tax) support. Hence, the library director and community leaders headed an effort to create the Ryerson Library Foundation in 1991. Since its inception, it has

raised \$10.6 million in support of the GRPL.

The master plan also noted that additional branches were needed and that the Main Library was in sore need of a major renovation. Prior to embarking on a building program, however, library leadership recognized the need to stabilize and ensure operating funds for existing and future locations. As a result, a 1994 millage was placed on the ballot. Following a well-organized public information campaign developed by a volunteer campaign committee, voters approved by a 2-1 margin this first-ever operating millage of 2.15 mills in perpetuity.

With the operating millage in place—and through frugal fiscal management combined with funds raised by the Ryerson Library Foundation—the library was able to renovate a historic library building on the city's West side in 1996, providing citizens with a taste of what could be. That same year, the library increased its communications efforts, with dual emphasis on both general awareness and messages carefully crafted to highlight the limitations of the existing facilities on current and future library service to a growing population.

As community awareness of the library and the challenges it faced grew, library leadership began soliciting public input about improvements to branch locations. A series of public forums, focus groups and telephone surveys provided library leadership with a picture of what Grand Rapids residents desired in a library system and in specific neighborhood locations. From this data, library and city officials crafted a ballot proposal seeking .0395 mills for 20 years in a capital millage.

Before the proposal was placed on the ballot, however, the library again launched its own public information campaign, while volunteers organized another campaign committee. Library communications staff conducted a vigorous public information campaign to inform citizenry how the funds generated would improve library service throughout the city. Concurrently, the volunteer campaign committee conducted a "Vote Yes for the Library" campaign, complete with yard signs and door-to-door literature drops.

As a result, Grand Rapids residents approved the millage, passing it in September 1997 to generate some \$20 million in bond income.

Shortly after passage of the millage, many of the same people who participated in the data gathering process were invited to return to serve on branch advisory groups to assist in selecting branch library locations. (During their initial service in the fact-finding effort, individuals who so desired had been placed on the library's constituent list so they



would continue to be informed of library activities. Having been added to this list, many agreed to serve on these advisory committees because they felt connected to the library.)

Earlier, while library staff had worked on shaping a ballot proposal, the Ryerson Library Foundation had begun formulating a capital campaign plan. As it was apparent from the outset that the full amount needed could not be generated through the bond millage, the Ryerson Library Foundation accepted the challenge of raising \$8 million toward this project.

These funds were raised from area foundations, businesses and individuals. As a way to allow all community members to participate in this history-making event, a separate community campaign, at a minimal cost of \$35, was conducted after the full \$8 million was raised.

The above plans were developed jointly with leadership from library staff and the board of library commissioners, as well as Ryerson Library Foundation staff and its board.

Throughout the project, from the initial planning to finalizing the building details, a committee comprised jointly of three members from the board of library commissioners and the Ryerson Library Foundation made the final decisions on project details. Ongoing communication between the two groups played a key role in the ultimate success of all phases of the project.

### Organizing a Millage Campaign Committee

1) Consult your organization's attorney to ensure that your staff has a clear understanding of what, if any, election-related activities may be conducted on library grounds.

2) Political fundraising organizations must be registered with the Secretary of State, including the treasurer's name. If you create such a group to fund your millage campaign, it must be registered. Again, consult your library's or town's legal counsel.

3) Identify and create a mailing list comprised of those who have voted in the same (e.g. spring, fall, special, etc.) past two elections, in particular those elections with education and/or arts and cultural issues on the ballot. Select those voters for your mailing list.

4) Then, identify and recruit to millage campaign committee leadership positions two community opinion leaders who that target voting group finds credible and with whom the group can identify. Use these two committee leaders as spokespersons.

5) Develop a campaign committee cabinet that will head the effort. Create a budget and method for raising donations. Keep accurate records and provide timely reports as required by law.

6) When you have a cadre of volunteers, use them. Some may wish to distribute lawn signs, others may wish to conduct literature drops and some may wish to call voters with a pro-library message.

7) Formulate a key message strategy and write your communications plan to emphasize those key messages. You may wish to retain a public relations professional or agency to assist in this process. (Some agencies do engage in pro bono work.) The same key message points should be used in the library's own public information campaign.

8) Maintain a master calendar of all activities to make sure that no activities are left unassigned or incomplete.

9) Keep this master calendar and records of all related activities for future reference.

10) No matter what the outcome, remember to acknowledge the work of the campaign committee. A brunch or coffee with the library director can help set the stage for the next vote.

## *The Friends of the Library and the Role of Fundraising*

*by Richard Schneider, Traverse Area District Library*

Have 501(c)(3), will fund raise. What are Friends for? Most Friends of the library will say their main reason for being is fundraising. Of course, they can be advocates, promoters, programmers and volunteers, but fundraising is where they excel.

At a minimum, Michigan's Friends of the library groups collectively raise well over \$1 million annually. Both Ann Arbor and Livonia raise over \$100,000 in used book sales each year. There is no end of ideas for fundraising, with libraries full of books, manuals and articles on the subject.

According to Sandy Dolnick, editor of the *Friends of Libraries Sourcebook*, third edition, "All agree that the most important ingredient for successful fundraising is a commitment to the cause for which money is being raised." Friends groups are proud of the efforts that go into fundraising. Many times it involves long hours and hard work, but to see the money raised turned over to the library for a good purpose brings great satisfaction.

Fundraising should always begin with a meeting with the library director. Not only is the direc-

tor a good sounding board for ideas, but he or she will also make clear the needs for fundraising. Many directors put together a top ten list of needs for the library that Friends' fundraising will fulfill.

For the majority of Friends, book sales are their number one fundraiser. In communities large and small, these sales are something that people look forward to. Used book sales serve a useful purpose for many communities that do not have a lot of bookstores.

A regular ongoing book sale in the library is another lucrative idea for Friends. This becomes more important if you have a large volume of book donations and do not have a convenient storage facility. Many Friends groups are making a lot of money using the Internet for reselling books on sites like Ebay. The advantage of the Internet is being able to individually market the book and set higher prices.

If your Friends group has been doing the same old thing for many years, it may be time to be creative and try something new. Every group should try at least one new idea a year, even on a small scale, if possible, to see how it works and if it should be expanded the next year. The Friends of the Traverse Area District Library will be trying something next year that they have never done. They are planning an evening at the library for a rare book auction, complete with a printed catalog.

An active Friends of the library group always adds so much to the quality of life of the community. Groups that participate in community celebrations, offer special events like author luncheons, festivals of trees, murder mysteries and literacy promotions or find other creative ways to get support for the library are adding immense value to their community. It just so happens they also raise money at the same time. Have 501(c)(3), will fund raise!

## *Trustees Corner*

*by Dragomir Cosanici, Library Law Specialist, Library of Michigan*

### **Public Library Trustee Election Amendments**

During 2002, the Michigan Legislature amended two of the basic statutes governing the election of public library trustees. Both Public Act 164 of 1877, which governs city, village and township libraries, and Public Act 24 of 1989,

governing district libraries, were amended to provide additional options for those who wish to run for open library trustee positions. Since the vast majority of Michigan public libraries were established under one of these two laws, it is important to note these changes and inform current and future library trustees of their new options.

Both amendments give nonpartisan candidates running for trustee positions the opportunity to get their names placed on the ballot by securing a specific number of voter signatures. The amendments enable potential candidates for city, village or township library boards to get their names on the ballot by obtaining between six and 20 voter signatures in a municipality with a population of less than 10,000. [See, *e.g.*, MCL 397.211(d)(i).] In addition, candidates for the library board in municipalities with populations of 10,000 or more may get on the ballot by securing endorsements from at least 40 but no more than 400 voters. [See, *e.g.*, MCL 397.211(d)(ii).]

District library board candidates are subject to identical restrictions. Those who wish to run for the board must obtain petitions with at least six but no more than 20 voter signatures in a library district with a population of 10,000 or less. [See, *e.g.*, MCL 397.181(e)(i).] Alternatively, candidates for the district library board in districts with populations of 10,000 or more must obtain at least 40 but no more than 400 voter names to be placed on the ballot. [See, *e.g.*, MCL 397.181(e)(ii).]

Also of note is that in lieu of these petition requirements, the above-mentioned candidates may instead choose to file a \$100 nonrefundable fee with the clerk conducting the election in order to have his or her name placed on the ballot. [See, *e.g.*, MCL 397.181(f); MCL 397.211(e).]

The two amendments are intended to make the process of placing a candidate's name on the ballot easier and less confusing than under the old law. The changes took effect on January 1, 2003.

We at the Library of Michigan are diligently working to keep Michigan libraries up to date on any new developments or amendments concerning laws that affect public libraries. Look for more information in *Access*. Please also watch for announcements on *michlib-l* and from the Michigan Library Association and your library cooperatives. For any questions or comments, please contact the Library of Michigan's library law specialist, Dragomir Cosanici, at (517) 373-1299.

### Saginaw Public Libraries Foundation Takes Part in Unique Fundraising Challenge

The Saginaw Public Libraries Foundation is one of 18 nonprofit organizations selected for the Saginaw Community Foundation's Partnership to Create Community Capital endowment challenge. The Saginaw Public Libraries Foundation board has committed to raising a \$150,000 endowment fund by January 1, 2005. If the library is successful, its endowment fund will receive a \$50,000 match. The matching funds are made possible through the Saginaw Community Foundation's partnership with the Kresge Foundation, whose goal is to strengthen the nonprofit sector through endowment building activities. The Kresge Foundation chose the Saginaw Community Foundation as one of only six community foundations nationwide for this initiative.

Generous library patrons have already donated over \$29,000 to the endowment drive. A committee consisting of foundation board members, staff and volunteers are working on a solicitation campaign to raise the rest of the campaign goal.

### Food For Fines at the Alvah N. Belding Memorial Library

For two weeks, the Belding Library allowed patrons to bring in non-perishable food items as payment for book fines. This was a partnership with the local Ministerial Association's food pantry, which was in critical need of food items. One dollar of fines was waived for each food item. The library collected about 20 boxes of food in that short time, and the program may be repeated due to its wonderful success. It was a great opportunity for the library to reach out into the community and for library patrons to help others while clearing their overdue fines.

### Sterling Heights Public Library Chair Campaign a Success

The Friends of the Sterling Heights Public Library recently sponsored a "Tiny Tots Chair Campaign." Families were encouraged to donate \$50 or more to purchase chairs for the recently renovated children's area. Each chair would then have a plaque with the name of the child or family being honored. The campaign was a great success, raising over \$4,000. One family honored their beloved dogs with chairs, even coming in to take a picture. Children can be seen looking for "their" chair when visiting the library.



*Your 2002 Access Team: Back row - Kyle Ripley, Tim Watters, Casey Kremers, Jo Budler, Linda Neely, Andrew Wilson, front row - Becky Cawley and Karrie Waarala. Not pictured, Marnie Elden and Jennifer Houseman.*



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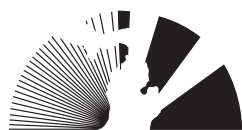
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